

# FINAL REPORT OF THE GENDERREACH PROJECT

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GenderReach Information Research, Dissemination,  
Promotional and Outreach Services  
USAID Contract No. FAO-Q-00-96-90006-00  
Delivery Order No. 5,  
Women in Development Technical Assistance

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### **GenderReach Information Research, Dissemination, Promotional and Outreach Services USAID Contract No. FAO-Q-00-96-90006-00 Delivery Order No. 5, Women in Development Technical Assistance (WIDTECH)**

#### Purpose and Objectives

The purpose of this Delivery Order was to support the Office of Women in Development (EGAT/WID) of the United States Agency for International Development (USAID) in promotion, outreach, and information dissemination activities. GenderReach activities focused primarily on publicizing EGAT/WID's expertise and achievements, presenting gender research findings through mediums that would reach a general lay audience, and expanding the audience for EGAT/WID materials, products, and technical assistance services.

#### Background

To be effective, development assistance strategies to stimulate economic growth, alleviate poverty, improve health and quality of life, and support human rights must take account of the situation of women in developing countries worldwide—both because of the important contribution that women make to their societies and their national economies and because of women's relatively poor social and economic status.

Recognizing the critical nature of women's economic contributions, USAID is committed to addressing the serious problems and needs of women in developing countries based on the conviction that a proper focus on the role of women in development is the key to progress in all societies. The women in development research base must be deepened to address more specifically issues that arise within the context of work on the economic status of women, girls' and women's education, legal rights and political participation, violence against women, women as peace makers, and trafficking in women.

The delivery order, through dissemination of publications and events open to the public, assisted EGAT/WID in communicating current knowledge of these and other gender issues to a wide audience of development planners and practitioners including USAID staff, other donors, the NGO community, and other development partners. This was achieved both through the research, writing, and dissemination of four- and eight-page newsletters addressing gender issues across a variety of development practice areas, and also through organizing events such as seminars and conferences on salient gender and development issues, or representing EGAT/WID in events sponsored by partners or other donors.

#### Delivery Order's Support of EGAT/WID Strategic Objectives

##### *Strategic Support Objective Four*

The Office of Women in Development has identified four strategic support objectives and several Intermediate Results under these strategic support objectives. Among these is the "greater reflection of gender considerations in the Agency's work" (SSO 4). GenderReach supported this

*SSO by creating an institutional framework that ensured enhanced communications of EGAT/WID information and technical assistance to other USAID offices, development partners, and host country governments.*

EGAT/WID offers USAID bureaus and missions, host country governments, and its development partners sector-specific technical expertise. The Office also provides value-added expertise through its knowledge of the benefits that can be achieved by integrating gender into national development strategies and programs. This project helped EGAT/WID improve both its effort to communicate the value and availability of its technical expertise as well as the content of its promotional materials. It also enhanced EGAT/WID's efforts to promote the idea of mainstreaming gender as a critical aspect of international development.

### *Intermediate Results*

The activities of this workplan supported the achievements of EGAT/WID's intermediate results indicators under Strategic Support Objective Number Four:

- IR 4.1 Improved Agency policies and organizational capacity to address gender issues.
- IR 4.2 Improved incorporation of gender consideration in the design and implementation of Washington-based programs.
- IR 4.3 Improved incorporation of gender considerations in the design and implementation of field programs.
- IR 4.4 Improved coordination with the international community on gender.

The project has improved awareness among EGAT/WID's audiences to the EGAT/WID mandate. These audiences include other USAID offices, other donors, the NGO community, scholars, development partners, and host country governments. In addition, the outreach activities of this project have resulted in a broader audience interested in the EGAT/WID office, activities and services.

### GenderReach Activities

GenderReach activities fall into three broad areas: Research, Dissemination and Communication, Web Site Development, and In-house Support.

#### **1. Research**

This component served the purpose of informing the audience of findings and conclusions on gender issues as key development issues. The project conducted research on the latest findings and conclusions about the roles of women in developing and transitional societies in the various sectors and regions with which USAID is involved, as well as on gender and development work being carried out by USAID and other donor agencies. This information was identified in consultation with EGAT/WID staff, grantees, and contractors, and through archival research.

Research topics were determined through either of the following means:

- Research topics approved by the Office of Women in Development were commissioned to experts. Project staff oversaw the development of commissioned papers to ensure the final product's suitability as an EGAT/WID product.

- GenderReach staff worked directly with EGAT/WID, other USAID bureaus, and other donor groups to conduct research on topics relevant to EGAT/WID activities.

## **2. Dissemination and Communication**

This component involved the dissemination of critical findings that emerged from discrete research, analyses and evaluative reports directed to EGAT/WID's audiences. It also informed development practitioners, especially USAID mission and bureau staff and USAID development contractors, about the availability of EGAT/WID as a technical resource center. The project's dissemination program included the following:

2.1 Diverse written and electronic materials, including newsletters and information briefs, and other publications; conference proceedings; and conference participation reports. GenderReach produced four-page Information Bulletins and eight-page Gender Matters Quarterlies for the EGAT/WID Office. Topics for these publications were determined based on consultation with the EGAT/WID Office and EGAT/WID partners. Due to the relatively limited number of pages for the complicated topics covered by these publications, each provides contact information on the subject matter or projects discussed so the reader can follow up with questions or to receive more information on the topic.

2.2 The support of EGAT/WID conferences and of seminars that highlight key aspects of EGAT/WID's program achievements and expertise, and reinforce an ongoing dialogue between EGAT/WID and its many audiences.

2.3 Exhibitions and other participatory roles in events sponsored by organizations with international development interests.

## **3. Web Site Creation and Maintenance**

Prior to this delivery order, the Office of Women in Development did not have its own web site. In order to reach as wide an audience as possible, it was determined that EGAT/WID should have a web site that would describe the history of the Office of Women in Development, its current activities, the technical staff and EGAT/WID partners, EGAT/WID and EGAT/WID partner publications, and also that would include a means by which visitors could sign up to be on a mailing list to receive EGAT/WID publications and announcements, as well as contact information for the EGAT/WID Office. Because GenderReach is the communication and dissemination arm of the EGAT/WID Office, it was assigned the task of web site creation and maintenance.

## **4. In-house Research and Communication Support**

In order to further the integration of gender considerations into the Agency's development agenda, GenderReach prepared speeches and testimonies, and ad hoc briefs, background papers, and position papers for EGAT/WID and Agency staff. In addition, GenderReach provided EGAT/WID administrative support when requested, including preparing publications for dissemination, monitoring all of EGAT/WID's correspondence through the GenderReach mailbox, and responding to telephone inquiries directed to the EGAT/WID office.

## GENDERREACH PROJECT DELIVERABLES REPORT

### 1. Gender Matter Quarterly Newsletters

- *Women as Chattel: The Emerging Global Market in Trafficking*  
According to calculations by the U.N., trafficking in persons is now more lucrative than the international trade in illicit weapons. This quarterly discusses the scope of the problem of human trafficking and examines some of the work that USAID is doing around the world to stem this human rights abuse. It also includes a sidebar explaining the U.S. policies on prevention, enforcement and protection, a discussion of the relationship between trafficking and HIV/AIDS, and an in-depth look at USAID's work in the Ukraine as well as a full-page chart providing an overview of USAID anti-trafficking efforts in South and Southeast Asia.
- *Working Without a Net: Gender and the Asian Financial Crisis*  
The Asian financial crisis that swept across South and Southeast Asia exposed dangerous weaknesses in the global trade economy. This quarterly discusses some of the causes behind the 1999 financial crisis in Asia and looks specifically at how it had a disproportionately devastating impact on women's employment, focusing primarily on the hardest-hit countries in Southeast Asia. It also raises the importance of government-supported social insurance systems to mitigate such crises and also included a sidebar discussing the IMF's response to the crisis.
- *Women 2000, Beijing Plus Five: The USAID Commitment*  
This document was written to commemorate the fifth anniversary of the UN Fourth Conference on Women, held in Beijing, where the *Beijing Declaration and Platform for Action* was formally adopted by the United States along with 188 other nations. *Women 2000, Beijing Plus Five: The USAID Commitment* surveys USAID's efforts to achieve the goals of the *Platform for Action*. It assesses the Agency's progress in six areas: the girl child; basic human rights for women and girls; health and education; economic growth and poverty reduction; and women's political participation. The report concludes with a discussion of the challenges ahead.

GenderReach distributed 4,500 copies of this report at the Beijing Plus Five meeting held in June, 2000, in New York City.

- *Gender and Community-Based Conservation*  
The need to invest in conservation and to minimize environmental destruction is indisputable. Yet, successful conservation efforts are as much about ensuring that people who use resources are committed to the cause as they are about well-intentioned rules and regulations designed to protect scarce resources. This quarterly examines how successful conservation efforts rely on the involvement of the full community—both women and

men—whose interests and perspectives concerning natural resources may differ. It also includes a two-page story that examines the lives of two different women, and their families, who live in the central southeastern Peruvian rainforest. The stories of the women profiled and background on the region in which they live were provided by a photojournalist in Peru, who also provided photographs of the subjects to include with the story. The stories were then edited and formatted to be consistent with the style of Gender Matters Quarterly by GenderReach staff.

- ***WIDTECH's Reach: Small Grants Worldwide***

This is a WIDTECH newsletter that was produced under the GenderReach project. GenderReach work on this included hiring the consultant who wrote the article, assisting WIDTECH technical specialists with editing, and coordinating the production process with the publications department at DAI's headquarters. The newsletter discusses WIDTECH's small grants program, specifically looking at the work of five NGO grant recipients, their accomplishments, and lessons learned.

\*Please note that the G/WID Office agreed to assign Gender Reach certain tasks on an "as-needed" basis, and to grant an equivalent deliverable "credit" for the activity. On occasion, priorities and needs of the G/WID Office arose on an *ad hoc* basis that differed from the deliverables as stipulated in both the original contract and the contract extension. Because of this demand, a system of issuing equivalency credits against deliverables in the Task Order was established. The credits were calculated by determining the level of effort of the equivalent activity, and then awarding credit to a deliverable activity (or activities) stipulated in the contract requiring the same or a similar level of effort. Thus, some of the deliverables described do not appear to match the category under which they are listed in the Task Order. The following represent communication work delivered under the GenderReach contract in lieu of Gender Matters Quarterly Newsletters.

- ***EGAT/WID On-Line Anti-Trafficking Resources***

Although there is a great deal of information on the world wide web about the issue of the trafficking of women and children, there is no one location that offers the user a "one-stop shop" of documents, electronic links, and a searchable index of information. The EGAT/WID on-line anti-trafficking repository was designed to provide USAID an internal web-based electronic repository of searchable documents, web links to other sites and organizations engaged in anti-trafficking activities, a bibliography of recent sources on anti-trafficking, and updates on USAID's anti-trafficking projects. Recent news articles and press releases, as well as information on bilateral and multilateral organizations are also available. The documents are housed on a web server in a searchable database that would allow the user to index, query and print available documents.

- ***Conference Proceedings of "Intrastate Conflict and Women"***

The Conference on IntraState Conflict and Women was convened December 12-13, 2000. In addition to reporting on the plenary sessions, panel sessions and discussions, the proceedings included the conference agenda and list of participants. GenderReach developed a mailing list of approximately 300 people (including the 193 participants) who received the report upon completion. The project also subsequently sent reports out based

upon individual requests. NOTE: Intrastate Conflict and Women Conference Proceedings, was approved as a “conference proceedings” when in fact “conference proceedings” is not in itself a deliverable, although called for by the contract. In this circumstance, it has been designated as a Quarterly Newsletter due to the effort and time involved in the writing, production and dissemination of the publication.

- *Web Pages for NGO Small Grants Program*

Over forty web pages were created that describe the NGOs worldwide which have been awarded grants through the EGAT/WID-funded NGO Small Grants Program. In addition, GenderReach staff was responsible for writing web site updates of two to three paragraphs for each grant recipient and posting them on the GenderReach and USAID/EGAT/WID web site. The information for these was obtained from reports submitted by trip monitors who visited with each NGO about halfway through the grant period. This work involved drafting copy for each NGO, submission for review by the monitor and the Communications Coordinator for the NGO Small Grants project, layout and graphic design by the GenderReach web site manager, and submission to the Office of Women in Development for final approval.

## **2. Progress Reports**

GenderReach provided the EGAT/WID Office with quarterly progress reports as to contract and deliverables status, current activities and expected events.

## **3. Information Bulletins**

- *Social Mobilization: Women Organizing for Positive Change*

Around the world, women are joining together to improve their lives by challenging long-held attitudes, and misogynistic customs and traditions. This mobilization to effect change around a particular cause is often referred to as “social mobilization.” While social mobilization campaigns can address a variety of issues in development, those that take on issues of concern for girls and women can be the first step in addressing institutionalized gender inequities that impair development. This bulletin discusses three different but highly successful social mobilization campaigns—in India to address men’s widespread alcoholism; in Senegal to promote women’s health by ending the practice of female genital cutting; and in Malawi to increase girls’ school participation--in which groups have come together to attack community problems.

- *Educational Partnerships for Girls: Development Successes*

Development assistance programs to promote education have traditionally worked with ministries of education. Yet major barriers to education, especially for girls, often lie outside educational systems. And just as the barriers can be found outside educational systems, so too can the means to promote girls’ education. This bulletin explains how the development of community partnerships is emerging as a powerful way to create

sustainable girls' education initiatives. Specifically, it describes four EGAT/WID-funded educational partnership projects on behalf of girls (in Morocco, Guatemala, Pakistan, and Guinea) made possible by the combined efforts of governments, nongovernmental organizations, communities and the private sector.

- *Women's Political Participation: The Missing Half of Democracy*  
In a single decade, the world has gone through a political transformation without precedent. In spite of a general global movement toward democracy, however, many emergent democracies have not yet stabilized. Successful democracies require, among other things, broad citizen participation in public decision-making. Yet, among the most common and persistent barriers to more open political representation are the customs and traditions that relegate women to subordinate roles in public life. This bulletin examines the causes behind the dearth of women's representation in politics and also looks at USAID efforts to remedy their proportionately low political representation.
- *...and Justice for All: Legal Literacy for Women*  
All over the world, women must combat rights abuses that emanate from legal systems, culture, and customs. Legal literacy is a critical strategy in helping women recognize and advocate for their rights. Beyond achieving the easily quantifiable results of numbers of workshops held or people trained in law, legal literacy projects more importantly cultivate a new way of thinking by and about women and their status in society. This bulletin describes several USAID-supported projects that train women to better understand laws and how they can work for or against them, and teach them how to use the law as an instrument of social change.
- *Girls' Education: Good for Boys, Good for Development*  
Throughout most of the world, boys traditionally have outnumbered girls in primary and secondary schools. As a consequence, donor agencies are now designing educational programs specifically to encourage families to enroll their daughters in primary schools. However, these efforts often raise questions about the value of targeting scarce educational resources to promote girls' education and concerns that education investments are a "zero sum" proposition in which funds devoted to girls' education necessarily subtract from educational opportunities available to boys. This bulletin draws on several USAID projects that support girls' education to demonstrate the myriad ways in which efforts to improve girls' education typically also improves educational opportunities for boys as well.
- *From the Ashes of War: Women and Reconstruction*  
Societies emerging from prolonged civil conflict have the opportunity to embrace social reforms that improve women's status and allow their full participation in post-war reconstruction. This bulletin looks at the changing nature of conflicts since the end of the Cold War to an increasing number of civil, or "intrastate" conflicts. It focuses in particular on one USAID effort through the Office of Transition Initiatives, the Women in Transition Initiative (WIT). WIT is the only project by an international donor organization designed

specifically to deliver development resources to women. By designing transitional initiatives and longer term development strategies that acknowledge the expanded roles women take on during conflict and that extend these roles into peacetime routines, USAID can help stabilize other societies emerging from conflict and accelerate their growth and development.

- *Sowing the Seeds of Opportunity: Women in Agribusiness*  
Agribusinesses are complex enterprises that integrate agricultural cultivation, value-added processing, packing, packaging, and delivery activities. As global demand for agribusiness products increases, demand for agribusiness inputs will also increase—including demand for women’s labor. In developing countries, women’s work in agribusiness constitutes a significant proportion of their formal sector employment. This bulletin looks at some barriers to women’s work in agribusiness—such as limited job advancement opportunities and security and health and safety concerns--and provides solutions for employers to ensure that women are able to work in a fair and amenable environment. It also includes two sidebars discussing agribusiness projects that integrated gender concerns into project activities.
- *Unsung Heroines: Women in Natural Disasters*  
Although women play crucial roles in disaster preparedness, mitigation, and recovery, their roles in disasters are often overlooked or ignored. However, history shows that when disasters strike, women often take the lead in rescue and recovery efforts—in the past, women have formed spontaneous associations to assist relief and recovery; and it is often women’s organizations that direct their resources for disaster relief efforts, or that partner with disaster assistance agencies to expedite relief efforts. This bulletin describes ways that women may be more vulnerable in disasters, and also draws on case studies worldwide to illustrate their capacities to respond to disaster.
- *Intrastate Conflict and Gender*  
Armed conflict today is more likely to occur within states than across national borders. Intrastate conflict has deep and long-lasting effects on a country and its people. The international community is increasingly interested in understanding the impact of conflict on gender relations. Donors and their partners are looking more carefully at the impact of war on women; the rise of women’s organizations during and after the conflict; and the ways donors can contribute to the growth, activities, and survival of women’s organizations in war-torn societies. USAID, led by the Center for Development Information and Evaluation (CDIE) and with technical assistance provided by the Office of Women in Development, conducted a two-year investigation of gender issues in post-conflict societies. This bulletin summarized the results of this study, which was disseminated to the 193 participants of the Conference on Intrastate Conflict and Women as well as to the over 4,000 subscribers in the GenderReach database.

- *WIDTECH's Small Grants Initiative: Small Investments Bringing Large Returns*  
This article provides an overview of WIDTECH's small grants program, which provided 27 grants worth nearly \$475,000 to non-governmental and community-based organizations worldwide. It highlights the work of four grant recipients working to improve women's economic opportunities; one grant recipient working on the promotion of women's legal and political rights; and four grant recipients working to integrate gender analysis into conservation efforts. The descriptions include a discussion of grantee activities, impact, and lessons learned.

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- *Gender Matters Information Kit*  
GenderReach has produced an information kit that informs the global audience about EGAT/WID, its history and how it operates. An overall kit was designed with individual inserts addressing the following issues;
  1. Insert, "Why Does Gender Matter?"
  2. Insert, "Regional Issues"
  3. Insert, "A Look Across Sectors"
  4. Insert, "USAID's Commitment & Actions"
  5. Insert, "Look at Best Practices..."
  6. Insert, "About the USAID Office of Women in Development"
  7. Insert, "USAID/WID Development Expertise"
  8. Insert, "Vignettes-Why Gender Matters"
 (This is an internal use document and therefore, was not published and disseminated.)
- *Market-led Development: Women's Enterprises in the 21<sup>st</sup> Century*  
This article looks at how international donors are turning to business development services (BDS) to help entrepreneurs and producers in developing countries use the markets to establish or expand an enterprise. (This is an internal use document and therefore, was not published and disseminated.)
- *Women 2000, Beijing Plus Five: The USAID Commitment [see page 4]*

- *WID Activity Maps*  
 GenderReach prepared a series of activity maps that indicated the various activities of the Office of Women in Development. A global map shows the number of activities in each country, and subsequent regional maps of LAC, EE, Africa, and ANE detail the projects to be found in the individual countries.
  
- *Calendar of Events*  
 GenderReach developed an on-going calendar, “2001 News and Events,” to keep the WID office apprised of meetings, conferences and events worldwide. The calendar was designed to present information in a simple, “at-a-glance” view, as well as in a more detailed fashion. The “at-a-glance” version afforded the WID office an overview of the events by each month. This was followed by a detailed outline by date of each event, including the name of the sponsor, date, topic and contact information.
  
- *The WID On-line Library*  
 GenderReach created the WID On-line Collection, an electronic archive of over 800 documents on gender collected and used by the Office of Women in Development and its organizational partners. Approximately two-thirds of the documents are USAID design documents, technical reports, evaluations, training materials and studies relating to gender issues. The remaining documents are from other bilateral and multilateral institutions, NGOs, academia and policy centers. This is the first time many of these documents are available in the electronic format. The WID On-Line Collection serves to complement the vast collection of resources housed in the USAID Development Experience Clearinghouse (DEC), the official repository for all of the Agency’s development experience documentation worldwide. Although the collection was completed by GenderReach and ready to launch, privacy and regulatory issues prevented the project from allowing users access to its documents.
  
- *Research on Women and HIV/AIDS in sub-Saharan Africa*  
 GenderReach conducted research on the ways that women are particularly vulnerable to contracting HIV/AIDS in sub-Saharan Africa and identified efforts of development organizations to address these vulnerabilities. Research covered the following areas:

  - The social and economic impacts of AIDS on girls and women
  - The ways that these impacts, in turn, affecting society at large
  - Identification of social and cultural norms that are exacerbating the situation
  - The roles that girls and women can play in mitigating the further spread of this disease
  - Examples of donor interventions that can help staunch the spread of HIV/AIDS
  -

- *Semi-Annual Girls' and Women's Education Activities Project Director's Meeting*  
GenderReach was asked by the Office of Women in Development to organize and facilitate the Semi-Annual Girls' and Women's Education Activities Project Director's Meeting. This one-day event was held in September, 2001 at the Ronald Reagan Building, International Trade Center. Twenty-four participants representing USAID and several USAID contractors met to discuss and share the lessons learned in their respective girls' education activities throughout the day.
- *From Digital Divide to Digital Dividend*  
Information technology can be a powerful tool for transforming the lives of people living on the margins of the global economy. Increasingly, the international development community has begun to address the “digital divide”—the division between those who have access to information technology and those who do not—as a means of promoting economic growth and social equity. Although the digital divide between the wealthy and the poor is wide, there is an additional divide within developing countries—and that is between men and women. This bulletin focused on the impact of the information technology revolution on gender in developing and transitional societies and highlights IT projects funded by USAID that are taking place in many countries in Africa, Morocco, Romania, and Costa Rica. (This is an internal use document and therefore, was not published and disseminated.)
- *EGAT/WID On-Line Anti-Trafficking Resources* [see page 5]
- *Trafficking in Persons Map*  
GenderReach prepared a series of maps that indicated the trafficking activities of USAID by tier indicators. A global map shows the total number countries involved, and subsequent regional maps of LAC, EE, Africa, and ANE further detail countries in which USAID is addressing the issue of trafficking.

#### **4. Seminars and Workshops**

- *Investing in Girls' Education: New Evidence*  
In October 1998, GenderReach provided events planning support for a program sponsored by the EGAT/WID-funded Girls and Women's Education Project. Entitled “New Evidence: Investing in Girls' Education”, the program centerpiece was a presentation by Yale economist, T. Paul Schultz. The seminar highlighted recent findings on the economic benefits of investing in girls' education in developing countries. There were 100 attendees, 30 of whom were from USAID. The event, held at the Horizon Ballroom of the International Trade Center in the Ronald Reagan building, was well-attended and well-received by all participants.

- *EGAT/WID Office Retreat*  
 In December 1998, GenderReach planned and organized a two-day retreat (separated by a month) for all EGAT/WID and project staff. The purpose of the retreat was to gather everyone together to clarify the structure, roles and relationships within the entire Women in Development program. The approximately 30 attendees included all direct hires at EGAT/WID along with the contractors who provided technical assistance in support of EGAT/WID, which included WIDStrat, WIDTech, and GenderReach.
- *The World Bank Gender Fair*  
 In March 1999, GenderReach took the lead in organizing the EGAT/WID exhibit at a gender fair sponsored by the World Bank. The purpose of the fair was to bring together gender specialists within the World Bank and from other organizations to exchange information on gender issues in the international development field. GenderReach provided a variety of WID publications for distribution at this exhibit, along with a registration form for the GenderReach database.
- *Untapped Resources for Development: Women with Disabilities*  
 This conference featured Judy Heumann, Assistant Secretary for Special Education and Rehabilitative Services from the Department of Education, as the keynote speaker. The importance of the topic was clear, given increased worldwide interest in the victims of war the in disabilities caused, for example, by land mines. This event was well-attended by both USAID and non-USAID participants, for a total of approximately 50 people.
- *Gender and Results Workshop*  
 GenderReach set up the EGAT/WID exhibit and publications for this three-day October, 1999 workshop sponsored by WIDTech. This was attended by people from USAID missions.
- *Violence and the Reshaping of Women's Lives*  
 This seminar was held as part of the Beijing +5 Regional conference activities that preceded the June Beijing +5 Conference in New York. GenderReach assisted the WID Office in sponsoring a speaker for a workshop at one of these regional conferences on the above topic. GenderReach arranged all travel and other logistics for the presenter.
- *Keeping the Promise: Cross-National Strategies for Girls' Education*  
 This seminar was held as part of the Beijing +5 Regional conference activities that preceded the June Beijing +5 Conference in New York. GenderReach assisted the WID Office in sponsoring a speaker for a workshop at one of these regional conferences on the above topic. GenderReach arranged all travel and other logistics for the presenter.

- *1999 AWID Conference*

In November 1999, GenderReach sponsored the EGAT/WID exhibit at the AWID conference held in Washington, D.C. In addition to assembling and staffing the display throughout the duration of this event, GenderReach also offered its own publications to all attendees, along with those of the EGAT/WID Office and EGAT/WID contractors. Several attendees picked up these publications and signed up to be on the GenderReach mailing list.

- *Women as Critical Stakeholders in National Conservation: Recent Experiences with Central American Governments*

The focus of this seminar, held in September 2000, was on the environment with a gender perspective. Presenter Lorena Aguilar addressed an audience of USAID staff, contractors, and people from other organizations to discuss the role of women in advancing environmental initiatives. Specifically, she discussed the work of her organization—the International Union for the Conservation of Nature (IUCN)—with environmental ministries in Central America. She also described successful methodologies developed by her and her colleagues to assist government ministries and legislatures in mainstreaming gender into conservation policies and initiatives. Approximately 20 people attended this seminar.

- *Seminar Participation*

GenderReach attended a number of meetings on gender issues and submitted summary reports to the WID office. The purpose of attending these meetings was to keep the EGAT/WID office informed about the latest thinking on key gender topics. The events attended are listed in the table below.

<b>Date</b>	<b>Event</b>	<b>Main theme</b>	<b>Host organization</b>
03/2000	President’s Interagency Council for Women’s “America’s Commitment-Women 2000”	Women in Development	PICW

03/08/2001	Congressional Briefing: Family Planning and HIV/AIDS; Interventions that Work	HIV/AIDS	Global Health Council
03/14/2001	Talking Trade: American Women on Globalization and Human Rights	Globalization and International Trade	Women's EDGE
03/16/2001	Vital Voices: Women's Global Leadership	Women's Leadership	Vital Voices; Dept. of State
03/16/2001	Congressional Briefing: Women and Trade: Past, Present, and Future	Women and Trade	Rep. Marcy Kaptur
03/20/2001	Engendering Development - Through Gender Equality in Rights, Resources, and Voice	Costs of gender inequalities & disparities	World Bank
05/30/2001	Awareness is Not Enough: Using Environmental Communications to Change Behavior	Environmental Education and Communication	The Community Conservation Coalition
07/18/2001	Women in Slavery, 2000	Slavery/Trafficking	Institute of Policy Studies
09/06/2001	African Women's and Children's Health Symposium	HIV/AIDS	World Bank, OIC, CFA
10/18/2001	Afghan Women's Oppression and Resistance Under the Taliban: A Report from Pakistani Refugee Camps	Afghan Women	IOM
12/10/2001	Situation Update on Counter-trafficking in Bosnia-Herzegovina	Trafficking	IOM

- Open House for the EGAT/WID On-line Collection*  
GenderReach hosted the EGAT/WID On-line Collection Inauguration and Hard Copy Document Give-Away. This event was held both to offer hard-copy WID documents to the public and also to introduce the new EGAT/WID On-line Collection on their web site. Throughout the course of the day, the GenderReach staff assisted individuals in finding materials relevant to their work or interest. Materials were categorized and organized by region and sector, project assessments, UN documents, global documents, annual reports, and training manuals. Demonstrations of the on-line library were also given and hand-outs were present to indicate the steps needed to find materials on-line. This event drew approximately 20 individuals from USAID, NGOs and consulting firms.

## 5. Large Conferences

- *Beijing +5 Regional Conferences*  
Prior to the New York Beijing +5, several states across the country sponsored regional conferences to highlight some of the work that was being done to implement the Beijing Platform in those regions. GenderReach represented the EGAT/WID Office at regional Beijing +5 conferences in Boston, San Francisco, Seattle, and Atlanta. This involved setting up and staffing the EGAT/WID display for the duration of the events, responding to inquiries about the WID Office, distributing publications, Gender Matters stickers and WIDWorks buttons, and adding interested participants to the GenderReach database.
- *New York Beijing +5 Conference*  
GenderReach arranged for EGAT/WID Office representation at this June 2000 event by exhibiting the EGAT/WID display at several NGO forums that took place over the course of week-long activities, as well as arranging the travel and participation of WID experts in some of the workshops.

To further share the work of The Office of Women in Development with Beijing +5 participants, GenderReach staff gathered written materials produced by the WID office and WID partners (e.g., ICRW and The Asia Foundation); these, along with the EGAT/WID exhibit, were on display at four of the NGO forums that took place throughout the week. The forums included Economic Empowerment, Health, Human Rights, and Science and Technology.

For the first time at a EGAT/WID exhibit, staff prepared a laptop computer that displayed the gender web site of USAID. This provided further exposure of EGAT/WID activities and expertise, and, along with business cards with the web site's URL, helped ensure that those previously not familiar with the site would be more likely to access it from their own computer.

- *Conference on Intrastate Conflict and Women*  
GenderReach planned and implemented this major conference with CDIE and the EGAT/WID office. The conference presented the results of a two-year, multi-country assessment of gender issues in post-conflict societies as part of the U.S. Agency for International Development's on-going evaluation of the role of international assistance war-torn societies. The conference included plenary sessions and small discussion groups around three major topics: the effects of intrastate conflicts on gender relations; the role of women's organizations in relief and reconstruction; and the role of international assistance in promoting gender equality.

Participants from donor agencies, NGOs and academia had the opportunity to discuss the findings of the case study and to share their own experiences on this important issue.

GenderReach organized a panel on reintegrating women refugees and internally displaced persons and assisted by providing names for potential speakers for other panels. The GenderReach Director organized and chaired a panel, “Gender, Conflict and the Media”. Additionally, GenderReach wrote two speeches for the event—one for USAID Administrator and one for the EGAT/WID Director. Both speeches were delivered at conference plenary sessions.

GenderReach worked with CDIE and EGAT/WID to develop a list of over 700 invitees representing multilateral and bilateral donors, NGOs and PVOs, as well as academic institutions. Of these, there were a total of 141 attendees the first day and 143 attendees the second day. The majority of the participants were from NGOs and USAID, with the remainder representing consulting firms, academic institutions, multilateral donor organizations, foreign governments, and policy institutes.

- *InterAction 2001 Forum*

GenderReach exhibited the EGAT/WID display and publications at this June, 2001 event. The Forum was held at the Washington Marriott and catered to more than 500 leaders of the nation’s top relief, development, and refugee organizations for three days of skill-building, advocacy and networking. Throughout the forum, GenderReach received numerous positive comments regarding the EGAT/WID publications and numerous requests to be added to the EGAT/WID mailing list.

- *Reflections on Girls' Education: Lessons Learned*

GenderReach assisted with preparation and logistical coordination before and during this three-day conference that took place in August, 2001.

The conference brought together over 60 GWE Country Coordinators and staff, along with representatives of USAID and USAID contractors to discuss best methods and practices learned over the life of the project.

In addition to helping prepare for this event, GenderReach funded three participants coming from Peru, Bolivia and Nepal, displayed the EGAT/WID exhibit and publications and had staff available at the exhibit to respond to participant inquiries, and prepared a certificate to present to the conference coordinator, American Institutes for Research (AIR).

During the conference, many participants expressed interest in the EGAT/WID publications, and 11 participants asked to be added to our mailing list.

## **6. Web Site Creation and Maintenance**

GenderReach created and maintained USAID's gender web site throughout the duration of the contract, presenting and updating information about how USAID is integrating gender into the Agency's programs.

Prior to the start of the GenderReach project, the Office of Women in Development had prototype web site shells designed for them with recommendations that they mount three web sites—one that was for the public, another for password use within USAID only, and a third even more private one, for use within and by EGAT/WID only.

After discussing this further with EGAT/WID, it was determined that a single web site would be the most useful for EGAT/WID as well as for the largest numbers of web site users. Once this decision was made, GenderReach redesigned the prototype site and recommended that access be direct with a hot link to the USAID site. Both design and construction experts were brought into the discussions.

Several months into the project, GenderReach began designing a parallel web site to be posted on the USAID server with lower graphics content and faster loading capacity. While both sites contain the same documents and information, the low-graphics version was designed to allow a wider range of users with the most basic computer equipment and technology to navigate the site.

### *Web Site Overhaul*

Into the third year of the project, GenderReach re-designed and launched the EGAT/WID web site. The site incorporates new content about the Women in Development Office with updated material from the original Gender Matters site. The new design takes advantage of user-friendly navigation at the top of each page, eliminating the need for the previous frame format. The navigation bar includes an element for a keyword search of the entire site to help users find the information they need faster. Also included is an upcoming link to the Women in Development Electronic Library. Visitors will continue to access all Women in Development publications, add their names to the database, and view the current activities of the WID Office. In addition, visitors can connect to additional information on gender in the expanded links section.

## **7. SSO Monitoring System**

This deliverable was deleted under the Task Order extension.

## **8. Trip Reports**

- See above under "Large Conferences: Organization of Beijing Plus Five Exhibition and

Participation.”

## 9. Annual Work Plan

GenderReach submitted an annual work plan for the period of September 3, 2000 – March 3, 2002. The work plan provided an overview of projected activities which would create an institutional framework that would ensure enhanced communications of EGAT/WID information and TA with other USAID operating units, donor organizations, the NGO community, development partners, and host country governments.

## 10. Speeches

- See above under “Large Conferences: Intrastate Conflict and Women” for speeches written for USAID Former Administrator J. Brady Anderson and Office of Women in Development Director Katherine Blakeslee.
- *Gender, Information Technology and Developing Countries*  
GenderReach was asked by the Office of Women in Development to manage the advertisement and dissemination of the EGAT/WID publication, "Gender, Information Technology and Developing Countries," a study examining women's access to, participation in, and leadership of information technology development. GenderReach disseminated an e-mail to between 2000-3000 of its mailing list, notifying individuals of the publication and how to download an electronic copy or to receive a hard copy. GenderReach received and filled over 200 requests for a hard copy of the publication of which approximately 60% were international and 40% were domestic.
- *Management of EGAT/WID's Electronic Mail Correspondence*  
GenderReach was asked by the Office of Women in Development to respond to the daily correspondence addressed to EGAT/WID as well as those message that were sent to the GenderReach e-mail box. The correspondence typically fell into the following categories: requests for information on gender and development, requests for GenderReach publications, requests for USAID funds, and inquiries of employment or internships. GenderReach created generic messages used to respond to the inquiries. Typically, the GenderReach e-mail box received up to 50 inquiries per week.
  - *The GenderReach Database*  
GenderReach received a nearly 4,000 name mailing list that had been used by an earlier project. It was converted into an MS ACCESS database and designed to enable targeted mailings, enabling mailings to be broken down by category such as by a particular region, sectoral interest, conventional or electronic mail, domestic versus international, etc. Its first use was sending a letter to the entire database, which was meant to re-introduce the EGAT/WID Office and also served to expose out-of-date contact information. Because the database had not been used in several months, it required a good deal of updating.

Throughout the duration of the project, this database has been continually updated, with many new additions culled from events allowing people to sign on, on-line web site registrations, and word-of-mouth requests to be added to the database.

## 11. Briefs and Background Papers

- *WID Fact Sheets*  
GenderReach developed a series of WID Fact Sheets summarizing selected data on gender in USAID's five sectors: Democracy and Governance; Economic Growth and Agricultural Development; Human Capacity Development; Population, Health and Nutrition; and Environment. The WID Fact Sheets are organized by region and sector, and include a global summary. The purpose of the WID Fact Sheets is to have a body of facts and arguments that the Office of Women in Development can use as a quick reference to use in a variety of situations, ranging from raw material for preparing a speech to responding to inquiries from within USAID or the general public.
- *Congressional Overview*  
GenderReach prepared background materials on the newly elected 107<sup>th</sup> Congress. This included extensive, detailed background material and developed a matrix that summarized key information.

This activity included:

- Identifying members of key committees, sub-committees and caucuses;
- Providing contact information for congressperson and key staff; and,
- Summarizing legislative issues on the floor relevant to women in development.

The EGAT/WID Office agreed to assign GenderReach certain tasks on an "as-needed" basis, and to grant an equivalent deliverable "credit" for the activity. On occasion, priorities and needs of the EGAT/WID Office arose on an *ad hoc* basis that differed from the deliverables as stipulated in both the original contract and the contract extension. Because of this demand, a system of issuing equivalency credits against deliverables in the Task Order was established. The credits were calculated by determining the level of effort of the equivalent activity, and then awarding credit to a deliverable activity stipulated in the contract requiring the same or a similar level of effort. Thus, some of the deliverables described do not appear to match the category under which they are listed in the Task Order.

- *Trafficking in Persons: USAID's Response*  
GenderReach provided support to the EGAT/WID Office in the preparation, production and dissemination of their publication, "Trafficking in Persons: USAID's Response." This included providing a final edit on the report before it was sent to the printer, coordinating all publication logistics with staff at DAI headquarters and the off-site printing company, and

disseminating 3,000 reports to people in the GenderReach database as well as others who specifically requested this publication.

- *NGO Small Grants Summary*

Per the request of the Office of Women in Development, GenderReach wrote a two-page summary of the NGO Small Grants Program entitled, "USAID Office of Women in Development's Small Grants Supporting Women's NGOs Projects." The summary covered the three areas of focus of the program: Women's Property and Inheritance Rights; Conservation-based Economic Opportunities for Women, and; Women's Working Conditions. The summary also identified how partners were selected, the essentials of network building by the grantees, project outputs and timeline and program implementation.